In the claims

1-107. (Canceled)

108.   (Previously Presented) A method for delivering targeted advertisements to a subscriber with video that the subscriber selected to receive from a video on demand system, the method comprising:

selecting the video;

determining available advertisement opportunities in the selected video;

receiving advertisement profiles, wherein the advertisement profiles define advertisement traits and intended target market traits for associated advertisements, wherein the intended target market traits include criteria related to specific transactions of subscribers, and wherein the criteria includes presence of the specific transactions, absence of the specific transactions, or presence of a first subset of the specific transactions and absence of a second subset of the specific transactions;

selecting a first set of advertisements capable of being delivered with the video by comparing the advertisement traits and the available advertisement opportunities;

selecting a second set of advertisements that are of interest to a subscriber by comparing the intended target market traits and subscriber transaction data, wherein the comparing includes searching the subscriber transaction data for the presence of the specific transactions, the absence of the specific transactions, or the presence of a first subset of the specific transactions and the absence of a second subset of the specific transactions;

Updated Supplemental Amendment   -2-   10/068,771

selecting targeted advertisements, wherein the targeted advertisements include advertisements that are part of both the first set of advertisements and the second set of advertisements; and

delivering the selected video and the targeted advertisements to the subscriber.

109. (Previously Presented) The method of claim 108, wherein the specific transactions are kept confidential.

110. (Previously Presented) The method of claim 108, wherein the specific transactions are purchase transactions.

111. (Previously Presented) The method of claim 110, wherein the purchase transactions are maintained external to the video on demand system.

112. (Previously Presented) The method of claim 111, wherein the searching the subscriber transaction data is performed external to the video on demand system.

113. (Previously Presented) The method of claim 110, wherein the purchase transactions are related to at least some subset of product type, products, brands, size, price, quantity, and time.

Updated Supplemental Amendment   -3-   10/068,771

114.   (Previously Presented) The method of claim 108, wherein the specific transactions are viewing transactions.

115.   (Previously Presented) The method of claim 114, wherein the viewing transactions are maintained within a device located at a subscriber location.

116.   (Previously Presented) The method of claim 115, wherein the searching the subscriber transaction data is performed in the device.

117.   (Previously Presented) The method of claim 114, wherein the viewing transactions are related to at least some subset of channel, network, program, genre, viewing duration, channel change frequency, and volume level.

118.   (Previously Presented) The method of claim 108, wherein the searching the subscriber transaction data is performed by a secure third party.

119.   (Previously Presented) The method of claim 108, wherein the subscriber transaction data is stored in a single database.

120.   (Previously Presented) The method of claim 108, wherein the subscriber transaction data is stored in multiple distributed databases.

Updated Supplemental Amendment   -4-   10/068,771

121.   (Previously Presented) The method of claim 108, wherein the intended target market traits further include transaction characteristics.

122.   (Previously Presented) The method of claim 121, wherein the transaction characteristics are purchasing characteristics.

123.   (Previously Presented) The method of claim 122, wherein the purchase characteristics define characteristics related to at least some subset of product type, products, brands, sizes, price, and quantity.

124.   (Previously Presented) The method of claim 121, wherein the transaction characteristics are viewing characteristics.

125.   (Previously Presented) The method of claim 124, wherein the viewing characteristics define characteristics related to at least some subset of channel, network, program, genre, viewing duration, channel change frequency, and volume level.

126.   (Previously Presented) The method of claim 121, further comprising comparing transaction characteristics of the intended target market with transaction characteristics of the subscriber.

Updated Supplemental Amendment   -5-   10/068,771

127. (Previously Presented) The method of claim 126, wherein at least a subset of the targeted advertisements are selected based on said comparing transaction characteristics of the intended target market with transaction characteristics of the subscriber.

128. (Previously Presented) The method of claim 126, wherein at least a subset of the targeted advertisements are selected based on said comparing transaction characteristics of the intended target market with transaction characteristics of the subscriber and some combination of household demographics, the selected video, and previous video selections.

129. (Previously Presented) The method of claim 108, wherein at least a subset of the targeted advertisements are selected based on some combination of household demographics, the selected video, and previous video selections.

130. (Previously Presented) The method of claim 108, wherein the advertisements traits include parameters defining limits on presentation of the associated advertisement to the subscriber, and further comprising

monitoring advertisements presented to the subscriber; and

confirming that the selected targeted advertisements are within the limits defined in the advertisement traits based on said monitoring.

Updated Supplemental Amendment   -6-   10/068,771

131. (Previously Presented) The method of claim 108, wherein the available advertisement opportunities may be prior to, during, within or after the video.

132. (Previously Presented) The method of claim 131, wherein said delivering includes delivering the targeted advertisements prepended to the video if the advertisement opportunities are prior to the video.

133. (Previously Presented) The method of claim 131, wherein said delivering includes delivering the targeted advertisements postpended to the video if the advertisement opportunities are after the video.

134. (Previously Presented) The method of claim 131, wherein said delivering includes delivering the targeted advertisements between different segments of the video if the advertisement opportunities are during the video.

135. (Previously Presented) The method of claim 131, wherein said delivering includes delivering the targeted advertisements as part of the video if the advertisement opportunities are within the video.

Updated Supplemental Amendment   -7-   10/068,771

136. (Previously Presented) The method of claim 135, wherein the advertisement opportunities within the video include at least some subset of bugs, product placements, overlays, and banners.

137. (Previously Presented) A video on demand system for delivering targeted advertisements to a subscriber with video selected by the subscriber, the system comprising:

a user interface for selecting the video;

means for determining available advertisement opportunities in the selected video;

means for receiving advertisement profiles, wherein the advertisement profiles define advertisement traits and intended target market traits for associated advertisements, wherein the intended target market traits include criteria related to specific transactions of subscribers, and wherein the criteria includes presence of the specific transactions, absence of the specific transactions, or presence of a first subset of the specific transactions and absence of a second subset of the specific transactions;

means for selecting a first set of advertisements capable of being delivered with the video by comparing the advertisement traits and the available advertisement opportunities;

means for selecting a second set of advertisements that are of interest to a subscriber by comparing the intended target market traits and subscriber transaction data, wherein the comparing includes searching the subscriber transaction data for the presence of the specific transactions, the absence of the specific transactions, or the presence of a first subset of the specific transactions and the absence of a second subset of the specific transactions;

Updated Supplemental Amendment   -8-   10/068,771

means for selecting targeted advertisements, wherein the targeted advertisements include advertisements that are part of both the first set of advertisements and the second set of advertisements; and

a delivery network for delivering the selected video and the targeted advertisements to the subscriber.

138.   (Previously Presented) The system of claim 137, wherein said user interface is an EPG.

139.   (Previously Presented) The system of claim 137, wherein the subscriber transaction data is maintained by a third party and said means for selecting a second set of advertisements includes an interface to the third party for searching the subscriber transaction data.

140.   (Previously Presented) The system of claim 137, wherein the subscriber transaction data is maintained within a device located at a subscriber location.

141.   (Previously Presented) The system of claim 140, wherein said means for selecting a second set of advertisements is located within the device for searching the subscriber transaction data.

Updated Supplemental Amendment   -9-   10/068,771

142. (Previously Presented) The system of claim 137, wherein said means for selecting targeted advertisements is located within the device.

143. (Previously Presented) The system of claim 137, further comprising a database for storing subscriber transaction data.

144. (Previously Presented) The system of claim 137, further comprising distributed databases for storing subscriber transaction data.

145. (Previously Presented) The system of claim 137, wherein the intended market traits further include viewing characteristics, and further comprising means for comparing the viewing characteristics of the intended target market with the viewing characteristics of the subscriber.

146. (Previously Presented) The system of claim 145, wherein said means for selecting the targeted advertisements selects at least a subset of the targeted advertisements based on results from said means for comparing the viewing characteristics of the intended target market with the viewing characteristics of the subscriber.

147. (Previously Presented) The system of claim 145, further comprising means for generating the viewing characteristics of the subscriber.

Updated Supplemental Amendment   -10-   10/068,771

148.   (Previously Presented) The system of claim 147, wherein said means for generating includes

means for monitoring subscriber viewing interactions;

storage for storing a plurality of subscriber signatures, wherein the subscriber signatures identify traits about the subscriber including viewing characteristics and each subscriber signature is associated with unique subscriber traits;

means for comparing the subscriber viewing interactions with the subscriber signatures; and

means for associating the subscriber with the subscriber signature responsive to said means for comparing.

149.   (Previously Presented) A computer program embodied on a computer-readable medium for selecting targeted advertisements to deliver to a subscriber with video selected by the subscriber, the computer program comprising

a source code segment for selecting the video;

a source code segment for determining available advertisement opportunities in the selected video;

a source code segment for receiving advertisement profiles, wherein the advertisement profiles define advertisement traits and intended target market traits for associated advertisements, wherein the intended target market traits include criteria related to specific

Updated Supplemental Amendment   -11-   10/068,771

transactions of subscribers, and wherein the criteria includes presence of the specific

transactions, absence of the specific transactions, or presence of a first subset of the specific

transactions and absence of a second subset of the specific transactions;

a source code segment for selecting a first set of advertisements capable of being

delivered with the video by comparing the advertisement traits and the available advertisement

opportunities;

a source code segment for selecting a second set of advertisements that are of interest to a

subscriber by comparing the intended target market traits and subscriber transaction data,

wherein the comparing includes searching the subscriber transaction data for the presence of the

specific transactions, the absence of the specific transactions, or the presence of a first subset of

the specific transactions and the absence of a second subset of the specific transactions;

a source code segment for selecting targeted advertisements, wherein the targeted

advertisements include advertisements that are part of both the first set of advertisements and the

second set of advertisements; and

a source code segment for delivering the selected video and the targeted advertisements

to the subscriber.

150.   (Previously Presented) The computer program of claim 149, further comprising a

source code segment for comparing viewing characteristics defined in the intended target market

traits with subscriber viewing characteristics.

Updated Supplemental Amendment   -12-   10/068,771

151. (Previously Presented) The computer program of claim 149, wherein said source code segment for selecting the targeted advertisements selects at least a subset of the targeted advertisements responsive to said source code segment for comparing viewing characteristics defined in the intended target market traits with subscriber viewing characteristics.

152. (Previously Presented) The computer program of claim 149, further comprising a source code segment for generating the subscriber viewing characteristics.

153. (Previously Presented) The computer program of claim 152, wherein said source code segment for generating includes

a source code segment for monitoring subscriber viewing interactions;

a source code segment for comparing the subscriber viewing interactions with a plurality of subscriber signatures, wherein the subscriber signatures identify traits about the subscriber including viewing characteristics and each subscriber signature is associated with unique subscriber traits; and

a source code segment for associating the subscriber with a subscriber signature responsive to said source code segment for comparing.

154. (Previously Presented) A method for delivering targeted advertisements to a subscriber with video that the subscriber selected to receive from a video on demand system, the method comprising:

Updated Supplemental Amendment   -13-   10/068,771

selecting the video;

determining available advertisement opportunities in the selected video;

receiving advertisement profiles, wherein the advertisement profiles define advertisement traits and intended target market traits for an associated advertisement;

selecting a first set of advertisements capable of being delivered with the video by comparing the advertisement traits and the available advertisement opportunities;

selecting a second set of advertisements that are of interest to a subscriber by comparing the intended target market traits and some combination of a subscriber profile that defines traits associated with the subscriber, household demographics, traits associated with the selected video, or traits associated with previously selected videos;

selecting targeted advertisements, wherein the targeted advertisements include a subset of advertisements that are part of both the first set of advertisements and the second set of advertisements; and

delivering the selected video and the targeted advertisements to the subscriber; and

presenting the selected video and the targeted advertisements to the subscriber on a viewing device, wherein said presenting includes presenting an alternative advertisement when the subscriber fast-forwards or skips the targeted advertisement, and wherein the alternative advertisement is a shortened version of the targeted advertisement.

155. (Previously Presented) The method of claim 154, wherein the advertisement traits include parameters defining limits on presentation of the associated advertisement to the subscriber, and further comprising

Updated Supplemental Amendment   -14-   10/068,771

monitoring advertisements presented to the subscriber; and

confirming that the selected targeted advertisements are within the limits defined in the advertisement traits based on said monitoring.

156.   (Previously Presented) The method of claim 154, wherein the available advertisement opportunities may be prior to, during, within or after the video.

157.   (Previously Presented) The method of claim 156, wherein said delivering includes delivering the targeted advertisements prepended to the video if the advertisement opportunities are prior to the video.

158.   (Previously Presented) The method of claim 156, wherein said delivering includes delivering the targeted advertisements postpended to the video if the advertisement opportunities are after the video.

159.   (Previously Presented) The method of claim 156, wherein said delivering includes delivering the targeted advertisements between different segments of the video if the advertisement opportunities are during the video.

Updated Supplemental Amendment   -15-   10/068,771

PAGE 16/31 * RCVD AT 2/2/2004 11:32:55 AM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:215 766 2100 * DURATION (mm-ss):07-46

160. (Previously Presented) The method of claim 156, wherein said delivering includes delivering the targeted advertisements as part of the video if the advertisement opportunities are within the video.

161. (Previously Presented) The method of claim 160, wherein the advertisement opportunities within the video include at least some subset of bugs, product placements, overlays, and banners.

162. (Previously Presented) The method of claim 154, wherein the alternative advertisement is presented in place of the targeted advertisement.

163. (Previously Presented) The method of claim 154, wherein the alternative advertisement is presented in conjunction with the targeted advertisement.

164. (Previously Presented) The method of claim 154, wherein the alternative advertisement is derived from the targeted advertisement by application of processing rules.

165. (Previously Presented) The method of claim 154, wherein the alternative advertisement is a separate advertisement related to the targeted advertisement.

Updated Supplemental Amendment   -16-   10/068,771

166. (Previously Presented) A video on demand system for delivering targeted advertisements to a subscriber with video that the subscriber selected to receive, the system comprising:

means for selecting the video;

means for determining available advertisement opportunities in the selected video;

means for receiving advertisement profiles, wherein the advertisement profiles define advertisement traits and intended target market traits for an associated advertisement;

means for selecting a first set of advertisements capable of being delivered with the video by comparing the advertisement traits and the available advertisement opportunities;

means for selecting a second set of advertisements that are of interest to a subscriber by comparing the intended target market traits and some combination of a subscriber profile that defines traits associated with the subscriber, household demographics, traits associated with the selected video, or traits associated with previously selected videos;

means for selecting targeted advertisements, wherein the targeted advertisements include a subset of advertisements that are part of both the first set of advertisements and the second set of advertisements; and

means for delivering the selected video and the targeted advertisements to the subscriber; and

means for presenting the selected video and the targeted advertisements to the subscriber on a viewing device, wherein said presenting includes presenting an alternative advertisement when the subscriber fast-forwards or skips the targeted advertisement, and wherein the alternative advertisement is a shortened version of the targeted advertisement.

Updated Supplemental Amendment   -17-   10/068,771

167.   (Previously Presented) The system of claim 166, wherein said means for presenting presents the alternative advertisement in place of the targeted advertisement.

168.   (Previously Presented) The system of claim 166, wherein said means for presenting presents the alternative advertisement in conjunction with the targeted advertisement.

169.   (Previously Presented) The system of claim 166, further comprising means for deriving the alternative advertisement from the targeted advertisement by application of processing rules.

170.   (Previously Presented) A computer program embodied on a computer-readable medium for selecting targeted advertisements to deliver to a subscriber with video selected by the subscriber, the computer program comprising:

a source code segment for selecting the video;

a source code segment for determining available advertisement opportunities in the selected video;

a source code segment for receiving advertisement profiles, wherein the advertisement profiles define advertisement traits and intended target market traits for an associated advertisement;

Updated Supplemental Amendment   -18-   10/068,771

a source code segment for selecting a first set of advertisements capable of being delivered with the video by comparing the advertisement traits and the available advertisement opportunities;

a source code segment for selecting a second set of advertisements that are of interest to a subscriber by comparing the intended target market traits and some combination of a subscriber profile that defines traits associated with the subscriber, household demographics, traits associated with the selected video, or traits associated with previously selected videos;

a source code segment for selecting targeted advertisements, wherein the targeted advertisements include a subset of advertisements that are part of both the first set of advertisements and the second set of advertisements; and

a source code segment for delivering the selected video and the targeted advertisements to the subscriber; and

a source code segment for presenting the selected video and the targeted advertisements to the subscriber on a viewing device, wherein said presenting includes presenting an alternative advertisement when the subscriber fast-forwards or skips the targeted advertisement, and wherein the alternative advertisement is a shortened version of the targeted advertisement.

171.   (Previously Presented) The computer program of claim 170, further comprising a source code segment for deriving the alternative advertisement from the targeted advertisement by application of processing rules.

Updated Supplemental Amendment   -19-   10/068,771

172. (New) A method for selecting targeted advertisements to be delivered a subscriber along with video that the subscriber selected to receive from a video on demand system, the method comprising:

selecting an on-demand video;

receiving advertisement profiles, wherein the advertisement profiles define criteria related to specific transactions of a subscriber, and wherein the criteria includes presence of the specific transactions, absence of the specific transactions, or presence of a first subset of the specific transactions and absence of a second subset of the specific transactions;

selecting targeted advertisements for the subscriber, wherein said selecting includes searching subscriber transaction data for the presence of the specific transactions, the absence of the specific transactions, or the presence of a first subset of the specific transactions and the absence of a second subset of the specific transactions; and

delivering the on-demand video and the targeted advertisements to the subscriber.

173. (New) The method of claim 172, further comprising:

determining available advertisement opportunities in the on-demand video; and

inserting the targeted advertisements in the available advertisement opportunities.

174. (New) The method of claim 172, wherein the advertisement profiles define advertisement traits, and wherein said selecting targeted advertisements includes comparing the advertisement traits and the available advertisement opportunities.

Updated Supplemental Amendment   -20-   10/068,771

175. (New) The method of claim 172, wherein the specific transactions are purchase transactions.

176. (New) The method of claim 175, wherein the purchase transactions are related to at least some subset of product type, products, brands, size, price, quantity, and time.

177. (New) The method of claim 172, wherein the specific transactions are viewing transactions.

178. (New) The method of claim 177, wherein the viewing transactions are related to at least some subset of channel, network, program, genre, viewing duration, channel change frequency, and volume level.

179. (New) The method of claim 172, wherein the advertisements traits include parameters defining limits on presentation of the associated advertisement to the subscriber, and further comprising

monitoring advertisements presented to the subscriber; and

confirming that the targeted advertisements are within the limits defined in the advertisement traits based on said monitoring.

Updated Supplemental Amendment   -21-   10/068,771

180.   (New) The method of claim 173, wherein the available advertisement opportunities may be prior to, during, within or after the video.

181.   (New) The method of claim 172, wherein said delivering includes delivering the targeted advertisements prepended to the on-demand video.

182.   (New) The method of claim 172, wherein said delivering includes delivering the targeted advertisements postpended to the on-demand video.

183.   (New) The method of claim 172, wherein said delivering includes delivering the targeted advertisements between different segments of the on-demand video.

184.   (New) The method of claim 172, wherein said delivering includes delivering the targeted advertisements as part of the on-demand video.

185.   (New) The method of claim 180, wherein the advertisement opportunities within the video include at least some subset of bugs, product placements, overlays, and banners.

186.   (New) A video on demand system for delivering targeted advertisements to a subscriber with video selected by the subscriber, the system comprising:

means for selecting an on-demand video;

Updated Supplemental Amendment   -22-   10/068,771

means for receiving advertisement profiles, wherein the advertisement profiles define criteria related to specific transactions of a subscriber, and wherein the criteria includes presence of the specific transactions, absence of the specific transactions, or presence of a first subset of the specific transactions and absence of a second subset of the specific transactions;

means for selecting targeted advertisements for the subscriber, wherein said selecting includes searching subscriber transaction data for the presence of the specific transactions, the absence of the specific transactions, or the presence of a first subset of the specific transactions and the absence of a second subset of the specific transactions; and

means for delivering the on-demand video and the targeted advertisements to the subscriber.

187. (New) The system of claim 186, further comprising:

means for determining available advertisement opportunities in the on-demand video; and

means for inserting the targeted advertisements in the available advertisement opportunities.

188. (New) The system of claim 186, wherein the advertisement profiles define advertisement traits, and wherein said means for selecting targeted advertisements includes means for comparing the advertisement traits and the available advertisement opportunities.

189. (New) The system of claim 186, wherein the advertisements traits include parameters defining limits on presentation of the associated advertisement to the subscriber, and further comprising:

means for monitoring advertisements presented to the subscriber; and

means for confirming that the selected targeted advertisements are within the limits defined in the advertisement traits based on said monitoring.

190. (New) A computer program embodied on a computer-readable medium for selecting targeted advertisements to deliver to a subscriber with video selected by the subscriber, the computer program comprising

a source code segment for selecting an on-demand video;

a source code segment for receiving advertisement profiles, wherein the advertisement profiles define criteria related to specific transactions of a subscriber, and wherein the criteria includes presence of the specific transactions, absence of the specific transactions, or presence of a first subset of the specific transactions and absence of a second subset of the specific transactions;

a source code segment for selecting targeted advertisements for the subscriber, wherein said selecting includes searching subscriber transaction data for the presence of the specific transactions, the absence of the specific transactions, or the presence of a first subset of the specific transactions and the absence of a second subset of the specific transactions; and

a source code segment for delivering the on-demand video and the targeted advertisements to the subscriber.

Updated Supplemental Amendment   -24-   10/068,771

191. (New) The computer program of claim 190, further comprising:

a source code segment for determining available advertisement opportunities in the on-demand video; and

a source code segment for inserting the targeted advertisements in the available advertisement opportunities.

192. (New) The computer program of claim 190, wherein the advertisement profiles define advertisement traits, and wherein said selecting targeted advertisements includes a source code segment for comparing the advertisement traits and the available advertisement opportunities.

193. (New) The computer program of claim 190, wherein the advertisements traits include parameters defining limits on presentation of the associated advertisement to the subscriber, and further comprising

a source code segment for monitoring advertisements presented to the subscriber; and

a source code segment for confirming that the selected targeted advertisements are within the limits defined in the advertisement traits based on said monitoring.

Updated Supplemental Amendment   -25-   10/068,771